SPECIAL SECTION

Lac la Biche Herald

EDMONTON, ALBERTA, FRIDAY, MARCH 20, 1959 — EIGHT PAGES

Hamar's New Supermarket Opens Fri.

Over $1,000 In Gifts And Prizes Plus Savings Galore At 3-Day Sale

Over $1,000 of gifts and prizes will be given away during the three-day grand opening sale of Mike Hamar's new supermarket in Lac la Biche. The grand prize is a Bell and Howell complete home movie outfit, valued at $300.

The doors open this Friday, March 20 at 10 a.m., and carnations will be given to the first 100 ladies passing through doors Friday and Saturday.

Not only are there fabulous special prices on groceries, but on clothing, appliances and furniture. For instance, you can pick up 2½ pounds of ground beef for $1.00; three pounds of Gem Margarine for 79 cents, and a one-pound package of Good Naybor coffee (with one mug) special at 75 cents.

Terrific furniture buys include a five-piece kitchen chrome set at $64.95, and a three-piece bedroom suite selling for $30 off at $149.50.

Best buy in appliances is the 30-inch Findlay electric range. A deluxe model complete with push buttons, it sells regularly for $375. For the grand opening of Mike's new supermarket, it will go for only $259.75.

In the line of clothing, hundreds of ladies and children's dresses will be going on sale at less than half price. Men's good quality leather boots will sell for only $4.79.

MICHAEL HAMAR

For the sportsman, a Grand Opening special the 5 h.p. Champion outboard motor with cruising tank will doubtless sell like hotcakes at $198.75.

Whether the customer buys or not, everyone is eligible to win a share of the more than $1,000 in gifts and prizes. These include electric irons, electric frying pans, electric clocks, wool blankets, table lamps, electric toasters. There'll be free candy and free balloons and novelties for the kiddies.

STEVE HAMAR, mayor of the town of Lac la Biche, brought 18 years banking experience with him to Michael Hamar Ltd. when he joined the staff 10 years ago. Active in town affairs, Mr. Hamar has not committed himself to whether he will again run for office this fall.—Photo by Len Chow.

MARSHALL HAMAR and Jimmy Hamar were hard at work stocking shelves in the new supermarket when this picture was taken. Marshall became a partner in 1946 after a four year stint in the RCAF. Jimmy, Mike's son, was taken into the partnership business in 1953 after completing his education at Alberta College.—Photo by Len Chow.

GOOD LUCK, MIKE!

Most certainly is your new supermarket an asset to our town.

LAC LA BICHE CLEANERS

Prop. Anthony Vincent Varze

We are pleased to have supplied the

Stran Steel Building

for your new supermarket

We extend our congratulations and best wishes for your continued success.

Steel Structures and Building Products Ltd.

7509 - 104 Street EDMONTON

TELEPHONE: GE 3-0752

We Take Pleasure In Congratulating

Michael Hamar Ltd.

on their Expansion And Opening Of Their New Supermarket

★

AURORA THEATRE

M. Maccagno, MLA

LAC LA BICHE

Congratulations to

Michael Hamar Ltd.

LAC LA BICHE

★

It was our privilege to act as General Contractors for their Modern Supermarket

★

MURMAC CONSTRUCTION LTD.

General Contractors

Sub. P.O. 42 156 Street & 124 Ave.

EDMONTON Alberta

Red & White Name Means City Prices

Volume Buying Means Savings For Customers

Buying habits change over the years, Mike Hamar reflects. People nowadays are buying more and better quality food than when Mike first opened his own store.

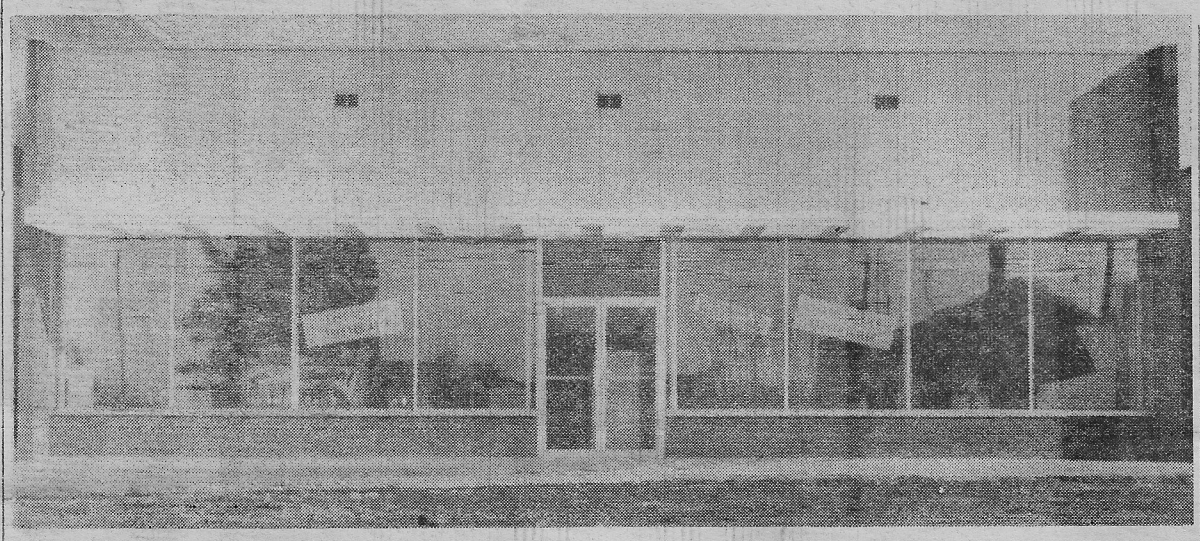
"Today we sell more canned dog food than we did foods in tins then," he said.

"People want a better and greater variety now." People did more canning then than now, which could be part of the reason.

"Our grocery prices are every bit as reasonable as in city stores. A good modern shopping centre like ours will bring more people to town and should increase general trade elsewhere in the town. The better service and facilities merchants can offer customers in the district, the more chance of keeping them "shopping at home" in the town of Lac la Biche.

"We sell our Red and White products in our Lac la Biche store at the same price Red and White stores sell in Edmonton.

"We don't need high prices—a two or three percent markup is sufficient when you've an active turnover. It's volume that counts—and pays off in savings to the customer."



GRAND OPENING of Michael Hamar Ltd.'s new modern supermarket at Lac la Biche will be launched with a three-day sale during which $1,000 worth of free merchandise will be given away. Everyone's invited to visit the new addition which will house the $5 to $1.00 store along with an enlarged grocery section. Shoppers will find greater variety of goods, Red and White prices that equal those found in Edmonton's bigger shopping centres, and speedier checkout service.

Sell Shares To Build Golf Course

This summer residents of the Lac la Biche district will be able to enjoy one of Canada's most popular recreations—golf.

Under the inspiration of Dr. Bouvier, a nine-hole course is being laid out on about 150 acres of land along the lake's edge.

This ambitious undertaking has been made possible through the sale of shares at $50 each. About 30 have been sold.

The land was purchased in the fall and levelled off. Because sand greens will be used in economical preference to grass greens, the upkeep of the course will not be too high.

This is another point in favor of Lac la Biche as a sportsman's paradise.

Visual conception varies with the angle of the eyes. When the moon is on the horizon, for example, it appears only about half of its nodmal size when a person looks at it upside down, with his head between his legs.

Greater Savings, Variety At Big Shopping Centre

Shoppers in Lac la Biche need not envy city women who shop in ultra-modern supermarkets in Edmonton. Michael Hamar Ltd. offers them all the conveniences and tremendous savings of big food store buying in the new supermarket which opens Friday in Lac la Biche.

"The new store addition," says Mike Hamar, "will give customers greater variety and fresher stock. Our products will keep better too through proper refrigeration."

The new shopping centre, 50 by 76 ft. or 3,800 square feet, compares with the present grocery section which measures 20 x 50 ft. or 1,000 square feet.

This will require at least double the number of self-serve grocery carts, possibly more, to handle new business.

People who are used to seeing Mrs. Ruth Proctor at the 5c to $1 Store at the corner of the block, will find her in Michael Hamar's new food centre after Friday.

A 15 foot strip on the north side of the supermarket will house smallware, children's wear, toys—all that the 5 to a dollar had. This will be a convenient feature for lady shoppers who won't have far to travel when they take a notion to visit the notion's counter.

The other section will continue to house dry goods and men's wear as well as appliances and furniture.

New streamline gondolas will contain many of the economical items featured in the supermarket. New fluorescent "slim-line" lights will provide a bright and cheery welcmoe for the customer. The walls are a buff color and floor tiles are a kind of red and cream.

The vegetable and fruit stand are in the front portion of the store along the south wall. A 20 foot freezer will assure customers of a good supply of meat. Two checkout counters at the front will mean speedier service for shoppers.

Good Opportunity For Dentist

While the town of Lac la Biche is surging ahead with new or expanding businesses, sewerage facilities and so on, it is a well-known fact that dental services are badly needed.

The district was served for a short period once before by a dentist. Now, not only would there be more business than one man could handle, but he would enjoy all the conveniences of the city, plus living in the land of the lakes.

Congratulations!

on the opening of your supermarket

COUTNEY'S

POOL ROOM & BARBER SHOP

E. Coutney

LAC LA BICHE Alta.

Hey! Where's Everyone Going?

. . . to wish Mike every success !

. . . That goes for Hec McCormick too!

Phone 43 For GM Sales and Service

Your Massey-Ferguson Dealer

Our Compliments to **Michael Hamar Ltd.**

Your continued expansion is proof positive of your faith in the sound future of progressive Lac la Biche.

★

Hudson's Bay Company

INCORPORATED 2nd MAY 1670.

LAC LA BICHE Alberta

We're Rushing to MIKE'S BIG OPENING

Lac La Biche Hotel

Fuly Licensed Premises—Modern

SEE Yuh Later – Alligator !

I'm heading down to Mike Hamar's to wish him and the staff the best.

LAC LA BICHE GARAGE

L. Rudiger & Sons

Imperial Oil — General Repairs

First Time WE Ever Agreed

. . . but then most people agree that Mike Hamar's new supermarket gives us another good selling point for the Town of Lac la Biche.

Congratulations!

STEWART DRUG STORE

IT'S THE

GRAND OPENING

of Mike Hamar's Supermarket

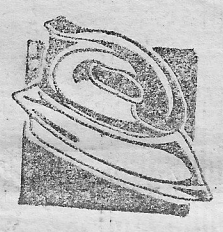
DOORS OPEN March 20 - 10 a.m.

SALE DAYS, March 20, 21, 23

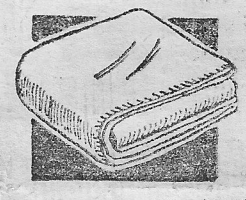
— FREE GIFTS — $1000.00 — FREE DOOR PRIZES —

100 CARNATIONS
To the First 100 Ladies Passing Through Our Doors Friday and Saturday

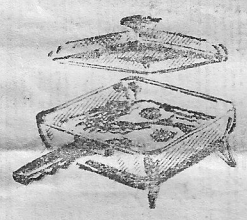
FREE ELECTRIC IRONS



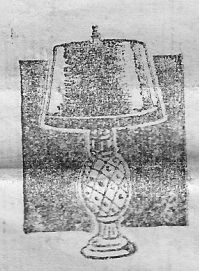
FREE Candy



FREE WOOL BLANKETS

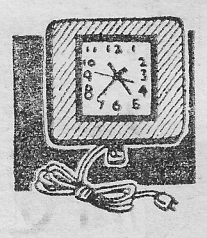


FREE ELECTRIC FRYING PANS



FREE TABLE LAMPS

- FREE -
MORE THAN
$1000.00
in
GIFTS & PRIZES
All Day, Every Day for 3 Days



FREE ELECTRIC CLOCKS

FREE ELECTRIC TOASTERS

FREE Balloons, Novelties

GRAND PRIZE
A Bell and Howell Complete Home Movie Outfit
$300 VALUE
Includes Camera, Film, Projector, Lights, Screen.
Entry blanks at checkout.
NO OBLIGATION TO BUY

— NO DELIVERIES —

— NO PHONE ORDERS —

— FREE GIFTS — $1000.00 — FREE DOOR PRIZES —

HAMAR'S GRAND

RED & WHITE FOOD STORES

Supermarket

SHOP THESE VALUES - SAVE MONEY

FoodBuys

NO PHONE or DELIVERY ORDERS During Sale

FREE—Hey K
Ride on "CH
When You Shop W
BRING THEM

Tomato Catsup	AYLMER, 11 oz. ...	2 FOR	43c
Niblet Corn	14-oz. tins	5 FOR	$1.00
Tomato Juice	HEINZ, 48-oz. tins ..	2 FOR	69c
Margarine	GEM, 1-lb. pkg. ..	3 FOR	79c
Tomatoes	STOCKTON, 28 oz.	4 FOR	$1.00
Peaches	RED & WHITE, 15 oz.	2 FOR	49c
Cigarettes	All Brands, carton		$2.99
Strawberry Jam	MALKIN'S, 2 lb. tin		69c
Fruit Cocktail	HUNT'S, 15 oz.	4 TINS	$1.00

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Reg. size. Le
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Froze
Y
Straw
2 lb.
8

OPENING!

Designed to serve the people of Lac la Biche and surrounding district with the best in Fresh Meats, Groceries, Frozen Foods and Fresh Fruit and Vegetables.

Where shopping is friendly, quick and easy in this spacious complete food market.

Kids!—FREE
HAMPION"
ith Your Parents
WITH YOU

Check These MEAT VALUES

reribs an ..... **2½ LBS $1.00**

und Beef ..... **2½ LBS $1.00**

Bacon Mild, sugar cured. Sliced or piece ..... **2 LBS $1.00**

Kobasa . . . . 1 lb. 59c

ORDER YOUR EASTER HAM NOW !

e Taxi
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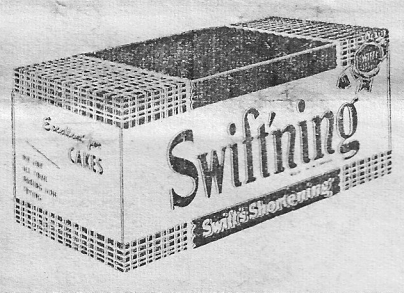
der is $15.00 or over
ive within the town

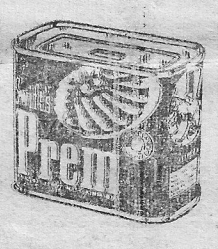
SWIFT'NING



Buy 2 lbs. for **59c**
Get 1 lb. Free

Swift's PREM

Buy 2 tins for **99c**
Get 1 tin FREE



GOOD NAYBOR
Grind it yourself, know it's fresh
1 lb. pkt. and 1 MUG **79c**

EARLY RISER
Mild and Mellow
1 lb. pkt. and 1 MUG **75c**

Tubes, 14 oz.
2 *Pkts.* **49c**

HEAD LETTUCE California, 2's, head ..... **19c ea**

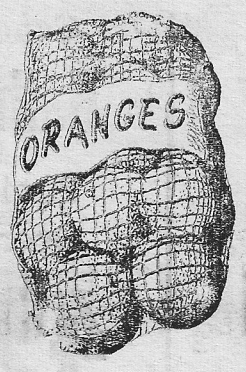
CARROTS
2-lb. cello bag **25c**

GOLDEN RIPE
BANANAS
2 lbs. 49c

n Foods at Hamar's

ORK
berries
cello bag
9c

YORK
PEAS
2 lb. cello bag
55c



CALIFORNIA
ORANGES
5 lb. poly bag **65c**

We feature a complete assortment of the famous
Paulin's Quality BISCUITS
Priced Right

GRAND OPENING

SPECIALS at HAMAR'S

5-Piece

KITCHEN CHROME SET

Good quality. Real Value at **$64.95**

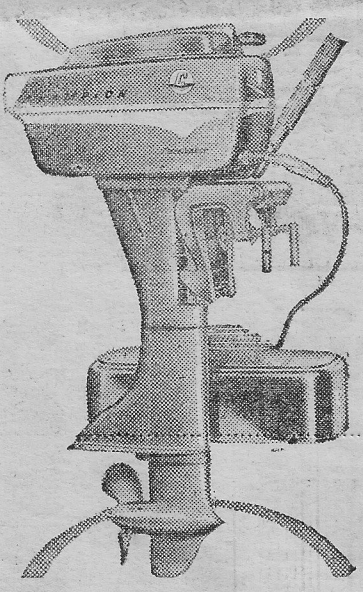
5 h.p.

CHAMPION OUTBOARD MOTOR

with Cruising Tank.

Grand Opening Special

$198.75



VISIT OUR NEW AND ENLARGED SALES AREA

CHROME KITCHEN TABLES

with arborite tops. Size 30x54 extended. Value $40. GRAND OPENING SALE **$24.95**

3-PIECE BEDROOM SUITE

Chest of drawers. Mr. and Mrs. Dresser and Bedstead. Regular $179.50. Grand Opening Sale.... **$149.50**

LOUNGE and CHAIR

with high grade covering. (Morgans of Canada) **$139.95**

30" Electric Findlay Range

Push-button De Luxe model. Reg. $375. To go at Grand Opening Sale **$259.75**

MEN'S 10" Top HEAVY WATERPROOF BOOTS —Reg. to $16.50. TO GO FOR **$10.95**

MEN'S GOOD QUALITY

LEATHER BOOTS

With good leather sole. Sizes 6 to 10. Values to $8.00.

TO GO FOR **$4.79**

MEN'S SHORT KNEE BOOTS—Very good quality. Sizes 6 to 10. GRAND OPENING SALE **$3.59**

Hundreds of other Men's Boots and Oxfords, Boys', Children's and Ladies' Shoes going to be cleared at this Grand Opening Sale.

MEN'S BLUE WHITE-BACK SMOCKS, shorts and longs. Sizes 36 to 46. GRAND OPENING SALE **$2.59**

MEN'S T-SHIRTS, Small, Medium, Large. GRAND OPENING SALE **49c**

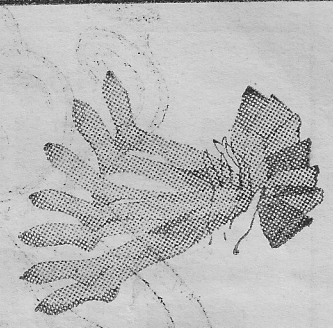
MEN'S HEAVY GREY JERSEY GLOVES—Pair **39c**

Women's Full Fashioned

Nylon Hose

49c

PAIR



Hundreds of other LADIES' and CHILDREN'S DRESSES will be going on this Grand Opening Sale

AT LESS THAN

½ PRICE!

Ladies'

COTTON DRESSES

Sizes 12 to 20. Values up to $10. To clear at

$3.98

Kiddies'

Summer Dresses

Sizes 2, 3, 4. Values to $2.98. Grand Opening Sale, **$1.29**

Mary Maxim

Heavy Sweater Wool Yarn

All colors. Grand Opening Sale at

77c

Candy Stripe

Bath Towels

20x42. Grand Opening Sale

49c *Each*

MIKE HAMAR:

Believes In Advertising, Even Has Red & White Car

JANICE HAMAR'S birthday party March 7 was a happy one for these Lac la Biche children. Helping her mark her 12th year were (left) Sharon Whitford, Annie Mischuk, Louise Lobay, Victoria Hamilton, Margo Shanks and Billy Hamar. Janice, holding a book she received as a gift and wearing her new housecoat just for the picture, is the daughter of Mr. and Mrs. Marshall Hamar.—Staff Photo by Ken Larson.

Why Red and White?

Michael Hamar Ltd. has been a Red and White store for nearly seven years. Mike operated as an independent merchant before.

"Not only can we offer the customer savings through volume buying, but the same prices that people shopping at large, modern supermarkets in Edmonton enjoy," states Mike Hamar.

"Another reason I became a Red and White merchant," explained Mike, "is the fact that I strongly believe in advertising as the only way to get ahead. Then you need a strong staff to back you and your promotions up".

Mike supports his belief by even driving a red and white colored car.

The proof that advertising pays, and that fair prices and good staff members are fundamental to an ever-growing business, is shown in the turnover. His first year's business totalled $5,000. Last year the turnover was $325,000.

The real name for London's famous clock is not Big Ben. It is officially known as the Westminster clock and Big Ben is only the name of the bell that strikes the hours.

SUPERMARKET SHOPPERS will meet these pretty ladies when Michael Hamar Ltd. holds its grand opening Friday, March 20. Miss S. Grenier, Miss Simone Girard and Mrs. Sonia Bouvier have been maintaining the high standard of service while Miss Lily Waschuk (not shown) has been in Edmonton taking training at Red and White stores on "checking out" procedures.

CONGRATULATIONS

On Your Expansion, Mike, From

MARSHALL - WELLS STORES

H. Lobay Hardware, Owner

Phone 29 LAC LA BICHE

Lemmesee Now . . .

Oh, yes. We must pay

M. HAMAR LTD.

our respects and compliment them on their fine, new modern supermarket

Fully Licensed YORK HOTEL Modern

DON'T !

If the crowd's too great at Mike's opening Friday, have a cup of coffee at

ROYAL CAFE

WE'RE TICKLED PINK

Because . . .

we "levelled" with Mike

What we means is, we LEVELLED the land for the new groceteria

Congratulations.

MIKE !

☆

HAMILTON CONSTRUCTION

LAC LA BICHE Alberta

King For A Day!

—That's Mike

when that modern supermarket of his opens up Friday.

We were pleased to install the Electrical Wiring

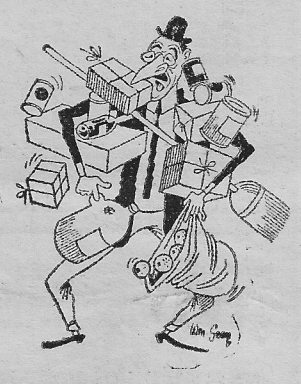
•

O. D. Tremblay

ELECTRICAL CONTRACTORS

LAC LA BICHE Alberta

WHO'S HE?



DUNNO . . .

Guess he's coming from Mike's supermarket opening.

TRIWAY SERVICE GARAGE

Phone 201

Lac la Biche

CONGRATULATIONS, MIKE!

"That's No Bunk!" Says Mr. Monk.

We're always happy to extend warm wishes to Lac la Biche merchants as they grow with the town. Once again, congratulations on your expansion, from . . .

CHAS. LEBAS

YOUR IMPERIAL ESSO AGENT

LAC LA BICHE Alberta

From Humble Start To Big Supermarket

By Ken Larson

When Michael Hamar set himself up in the grocery business back in the 1940's, he little realized his 20x30 ft. store would one day be nearly 10 times larger. However, Mike's initiative, in each year adding more floorspace to his humble beginnings, was an indication that his business would never stop growing.

Mike was raised in the Two Hills district where his father settled after coming to Canada from Austria-Hungary in a place called Medica-Galicie in 1902.

After being educated in the Lanuke school in the vicinity of Two Hills, he spent 10 years on the farm, before going to work as a clerk in a grocery store owned by Alec Hamilton.

After learning all he could about operating the business, he opened his own store in a building formerly owned by Jim McCarthy. He occupied the vacant space left by Mr. Cameron, a druggist, who moved to Elk Point.

ALWAYS EXPANDING

Mike handled the entire business by himself for nearly a year. As business in the 20x20 ft. store increased, he found himself hiring extra help. Each year he built additions until he had a good-sized building.

The front section measured about 40x40 ft. while the warehouse section was 40x60 ft. Then the bubble burst—the building caught fire and burned to the ground. That was in 1945. Today the new shopping centre alone measures 50x76 ft.

Possibly many customers haven't thought much about it, but the building Michael Hamar Ltd. has occupied since the fire, used to be the Berube Hotel. It had 26 rooms, most of which are filled with general merchandise as warehouse space.

Steve came on staff in 1949. Marshall came in as a partner in 1946 and Jimmy Hamar, Mike's son, in 1953. Mike had married in 1928 but his wife died in 1931 leaving him two sons to care for, Jimmy and Mickey. Mickey is in Fairview with Northland Utilities. He left a year ago after having been with his father in business about six years.

GRANDPA, TOO!

Mike's a grandfather, too. Jim & his wife, the former Sophie Burdek of Lac la Biche, have four children. Mickey is married to the former Irene Smith of the Lac la Biche district.

Jimmy, who completed his education at Alberta College in Edmonton, has followed his father's footsteps in another respect. He has been a town councillor for several years. Altogether Mike has 10 years as councillor to his credit and has served a two-year term as mayor.

Human beings can learn to recognize at least 10 thousand distinct odors, but are quite poor at telling a strong odor from a slightly weaker one of the same kind.

Steve Hamar Is Former Banker, Farmer

Steve Hamar, mayor of Lac la Biche since 1956, brought a wealth of banking experience with him to Michael Hamar Limited when he joined the staff 10 years ago.

Born in the Polish section of the Ukraine, Steve was raised and educated in the Two Hills district. After finishing school in Vegreville he joined the staff of the Merchants bank, which in the 1920's amalgamated with the Bank of Montreal. He stayed 18 years.

His health forced him to quit banking, so he returned to his father's farm.

Steve stayed with farming nine years. He became a partner in a store owned by Mike in Lac la Biche and during this time met his wife, the former Mary Danyluk of Lac la Biche area. Later he sold his shares to another brother, Marshall.

Steve moved his family to Lac la Biche to work in the store 10 years ago. They have four children: Joanne, Teddy, Brian, all going to school, and Roberta at home.

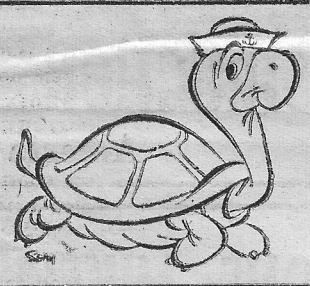
On the board of session in the United Church, Steve is a member of the Lions Club, Chamber of Commerce, and has served three years on council for the town. He was elected Mayor in 1956 and would make no commitment as to whether he would run again for office this fall.

STAFF WELL-KNOWN

Well known to most customers who shop at Michael Hamar Ltd. are the girls on the grocery staff: Mrs. Sonia Bouvier, Miss Lily Waschuk, Miss S. Grenier and Miss Simone Girard.

Miss Waschuk has been taking special training in the method of checking out groceries at one of the Red and White stores in Edmonton. Several persons will be added to the staff to handle the crowds on opening day.

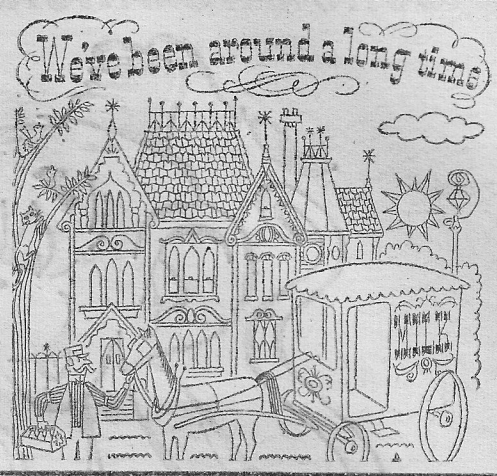
LAC LA BICHE $5 to $1.00 Store will be located in the new Michael Hamar Ltd. supermarket which opens Friday. Mrs. Ruth Proctor, manager, is shown here fitting a pair of shoes on Jimmy, son of Dr. William Cadzow, while Mike Hamar watches. Mr. Hamar said that, for the convenience of shoppers, this department will occupy a 15 foot strip along the north side of the new addition. With the $5 to $1.00 section now in with groceries, dry goods, furniture and appliances, Michael Hamar Ltd. can now provide Lac la Biche district residents with one-stop shopping in these lines.



SLOW? Tortoises usually are—but when it comes time to say CONGRATULATIONS MIKE—well—we're just as fast as everyone else.

E. J. Woynarowich
General Insurance

GOOD LUCK, MIKE!
from
Lac la Biche Creamery
LTD.



Sincere Best Wishes
from
ROBINSON'S STORES
Owner — A. M. Tarrabain
LAC LA BICHE Alta.

Sincere Best Wishes
on your new expansion
ELI'S GENERAL STORE
Phone 118 — Eli Tkachuk — Prop.
LAC LA BICHE Alberta

We can't Supply a Brass Brand For Mike's Opening But . . .

We did Supply Building Materials for the New Store Addition

HAYWARD'S LUMBER CO.
Box 113 LAC LA BICHE

WHOOPS! Mustn't Forget . . .
to express our sincere
Congratulations
to M. Hamar Ltd.
on their
GRAND OPENING
GEO. HOMENIUK
Oliver Farm Machinery — Westinghouse & Servel Appliances—SALES & SERVICE
Phone 30 LAC LA BICHE

Best Wishes, Mike
on the opening of your new
SUPERMARKET
in Lac la Biche
Lac la Biche Sales & Service
IHC Farm Implements and Trucks
J. WOWK E. SHANKS

Everyone's Going To MIKE'S Opening!
. . . and so are our best wishes!

YORK HOTEL CAFE
Prop. Russ Lacusta LAC LA BICHE